

Wellbeing Wannabes



11%
of English
population

5m individuals

1.7m latent demand



30% are interested
in swimming in next
4 weeks



29% of those
interested are likely to
swim in next 4 weeks



78% are satisfied
with the overall
swimming experience

Their key characteristics

- This segment includes individuals of all ages, yet has a higher concentration of those in retirement age.
- More likely to be female.
- More likely to have disabilities and/or long term health conditions

Their lifestyle

These individuals keep busy by packing lots into their daily life. They prioritise looking after their family and maintaining their health. Their hobbies and personal interests play a key role in their life. However swimming is not a factor in keeping healthy for this segment, their interests are more sedate and include reading/writing, birdwatching and gardening.

Their physical activity and ability

Exercise for this segment needs to involve a relaxing, fun environment where they are able to interact socially.

They tend to engage in low intensity and low impact exercise quite frequently (4 times a week) but swimming isn't usually part of their activity portfolio.

22% have started swimming in the last year; prior to this they played bowls, cricket and badminton.

This group is quite likely to recommend swimming to friends and family.



"I am aware that going swimming would be good for my back and knee problems and to help me lose weight so maybe I need to revisit this as a form of exercise"

Wellbeing Wannabes

How to inspire them to a consistent swimming habit

Frontier 1 – Visibility + Relevance

These individuals are aware of the health benefits of swimming that are relevant to them but this rarely translates into action. Helping these individuals re-engage in swimming should focus on increasing the visibility of swimming in their lives.

What to do:

- Improve the visibility of swimming in their lives, specifically timetables and opening times of local leisure centres.
- Come back to swimming campaign – focus messaging on benefits to health and specifically around relieving aches/pains.
- Offer social promotions such as 'Bring a Friend for Free' to appeal to this segment.

Frontier 2 – Welcoming Environment

Reducing the barriers faced by these individuals will encourage them to swim more. These barriers include not having anyone to swim with, and the physical challenge of getting into and out of the pool.

What to do:

- Showcase the best of local pools and how the experience will be enjoyed by them.
- 'Pool Walker' staff (poolside assistants) to support and encourage this segment, as well as providing much needed social interaction.
- Provide accessible equipment (e.g. hoist, lowered vanity areas, seats in showers) to assist those with physical impairments.

Frontier 3 – Tailoring the swimming offer

Wellbeing Wannabes find the swimming sessions they attend lack a social element and aren't always inclusive, so they don't engage with swimming as often as they may like to. Optimising the sessions to be fully inclusive and offering a sense of community will benefit them greatly.

What to do:

- Offer after work sessions to help these individuals de-stress after a busy day.
- Optimise the inclusivity of sessions for those with disabilities/health conditions as per case study.
- Promote and encourage the social nature of swimming, through friendly staff and providing a relaxing informal space for an after swim coffee and chat.
- Offer skill development sessions, such as tailored adult swimming lessons or "MOT" sessions with a friendly empathetic instructor (activator/coach).

Current sessions:

Casual swimming

Other sessions of interest: No

lanes, Health/GP referral and relaxation sessions

Times of interest: Early evenings

(6pm–9pm) on weekdays and Saturday morning (6am–12pm)

How do you increase the opportunities for people with disabilities to access swimming?

Solihull: Aquability

Background

Solihull had a lower proportion of disabled people playing sport at a moderate intensity at least once a week for 30 minutes compared to the West Midlands and the national average (EFDS Active People Survey 6).

Swimming was identified in a local leisure survey as a key activity adults and young people would like to take part in. As a result a local pool based activities programme was designed; Aquability.

Challenges

The main challenge centred on how to execute an inclusive marketing campaign. Planning the right range of communication channels was essential in helping to maximise the number of people reached.

Approach

Partnerships between Solihull Council, Parkwood Community Leisure, CSP, NGB and

local disability organisations were formed to help drive visibility of the Aquability programme.

The campaign used a variety of channels in order to get the message across to the widest possible audience. The channels were chosen based on EFDS and Swim England guidance as well as local participant and organisation feedback.

Publicity included:

- Social Media Posts.
- Solihull Council Press Releases.
- A4/A5 posters distributed at Solihull Active disability registered participants local community centres, libraries, GPs, parish councils.
- Internal promotion through the 'Family Information Service' and council run day centres.
- Advertising in the 'Solihull Active' generic disability leaflet.
- Website homepage, news posts and dedicated webpage.



Results

The two Solihull leisure centres involved within the project are committed to their ongoing status as IFI accredited centres and their inclusion on the 'Disabled Go' website.

“Behavioural insights, an understanding of how to help people to make better decisions about physical activity and utilising evidence of what works for this target group is essential.”

Solihull Active Project Team 

2 Solihull Leisure Centres involved with the project have become NCDS Deaf Friendly Centres

Activities for people with disabilities **remain a priority** for Solihull's physical activity and sports strategy

Find out more:

If you are interested in getting more involved with a similar project, please contact equality@swimming.org